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# SERVING MANY

(formerly INSTITUTIONAL FOOD SERVICE)

Food news for food managers in industrial plants, restaurants, hotels, and hospitals

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## THE LUNCH SPECIAL

Millions of war workers know that a well-planned lunch special is the best food buy for their money.

Food operators should recognize the lunch special as the best means of serving nutritious food to the war worker, certainly the surest method of getting to the worker his one-third daily food requirement recommended by the National Research Council. The food operator has numerous other advantages to gain. The advantages to both food operator and worker are greatest when a majority of the plant's workers choose the lunch special.

### Advantages to the food operator:

1. Worker satisfaction is greater when an appetizing meal is served at reasonable cost, one of the best ways to foster good will.
2. Service is faster because the worker selects the menu as a whole instead of by individual items. The server can dish up food continuously without waiting for the customer's selection. The most rapid service can be obtained when one or more serving counters are used exclusively for the lunch special.
3. Man-hours are used to better advantage when foods for a simple menu are prepared, rather than numerous items for a selective menu.
4. Food waste is lessened because the number of workers selecting the lunch special can be anticipated, and the correct amounts of food prepared.
5. Abundant foods may be used advantageously in considerable quantity. To use abundant foods wisely is a part of wartime food conservation.

### Advantages to the worker:

1. His "planned" meal may be obtained quickly without long standing in line, thus leaving time for leisurely eating and for relaxation.
2. The lunch special makes it easy for the worker to select a well-balanced nutritious meal.
3. He spends money wisely because he gets a maximum of good, nutritious food at minimum cost.
4. He takes out "health insurance" in the form of good nutrition.

### Planning the Lunch Special

The lunch special is defeated at the outset if it is planned around left-overs. The food should be fresh, appetizing, colorful, and satisfying, planned to meet the nutritional needs of the worker. The price should fit the worker's pocketbook.

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Selling the Lunch Special

Plants which have had greatest success with the lunch special have backed it with good merchandising. To offer good food is not enough. Ways to "sell" the lunch to the worker should be devised. At Thompson Aircraft Products Company in Cleveland, Ohio, workers' eating habits have shown a positive change as a result of an aggressive program built around the lunch special for the 8 to 10 thousand employees. The key to the success of the program is worker participation. Before the program began, the worker's selection of food was poor as well as costly. Meal checks ran as high as 80 to 90 cents.

To correct this, a Victory Vitamin Lunch is offered in addition to regular ala carte items. This lunch consists of a meat, vegetables, a beverage, bread and butter, and a dessert served for 45¢. At first this very good value was not popular with the workers, so to promote the lunch a table tent card was used daily. One

Menus for Lunch Specials

Pot roast with gravy  
Oven-browned potatoes  
Buttered Swiss chard  
Raw carrot and turnip strips  
Enriched bread and butter or  
fortified margarine  
Cherry Cobbler  
Milk

Bread veal cutlet  
Scalloped potatoes  
Buttered Broccoli  
Pickled beets  
Whole-wheat rolls and butter  
or fortified margarine  
Ice Cream  
Milk

Baked fish fillets  
French fried potatoes  
Buttered green beans  
Mexican slaw  
Cornbread with butter  
or fortified margarine  
Steamed fruit pudding  
Lemon sauce  
Milk

Country sausage with cream gravy  
Baked sweetpotatoes  
Glazed onions  
Tossed green salad,  
French Dressing.  
Hot biscuits, grape marmalade  
Butter or fortified margarine  
Fresh fruit cups  
Ginger cookie  
Milk

Chicken pot pie with  
potatoes, carrots, green peas  
Molded cranberry and orange salad  
Enriched rolls with butter or  
fortified margarine  
Chocolate cream pudding  
Milk

Meat balls with gravy  
Steamed potatoes with parsley butter  
Baked Hubbard squash  
Celery sticks, green pepper rings  
Whole-wheat bread with butter  
or fortified margarine  
Apricot upside-down cake  
Milk

side gave the menu for the following day and the other presented nutrition information, general news of interest, or brief feature stories of plant personalities.

A menu contest was launched among the workers, and the response, though slow at first, has steadily increased until now many workers participate weekly. The winner of the week's best menu selection is ceremoniously entertained at luncheon at the plant, with three guests of his choice, and is awarded a cash prize of \$5. All persons whose menus receive honorable mention receive a free lunch and \$1.

Statistics show that when the program was launched, only 23 percent of the trays



were a good selection, 50 percent were fair and 27 percent were poor. Recent statistics reflect positive results: 52 percent of the trays are good, 36 percent fair, and 12 percent are poor. Of all employees, 92 percent think the food at the plant is good, and 80 percent think the price is right.

### HOLIDAY SALADS

Menus suggested by WFA's Industrial Feeding Specialists recommend inclusion of vegetables or salads in a dinner special planned to provide at least 1/3 of a day's nutrients.

Holiday time is an excellent season to arrange the cafeteria counter in keeping with the holiday spirit. The wide selection of fresh fruit and vegetables on the market makes it possible to vary the menu with colorful salads, throughout the week.

Fresh, crisp, colorful salads are too often missing on worker's lunch trays. A real challenge to the cafeteria manager is to make the salad counter an irresistible "EYE FULL"----a popular favorite with all patrons.

### Try These

~~CRANBERRIES~~----ground raw with apples, oranges, and lemons, plus sugar, honey, or corn sirup, makes a tart, tasty, colorful salad. So easy to prepare--wash ingredients well and chop. If you have an electric chopper, so much the better!

Mounds of COTTAGE CHEESE on crisp lettuce, varied with chopped nuts or chopped carrots or chopped parsley. Orange slices, with cottage cheese filling, put together sandwich style, on crisp lettuce, a green pepper ring garnish, high in color and vitamins.

CABBAGE PEPPER SLAW garnished with sliced raw cranberries.

CABBAGE-APPLE SLAW with orange section garnish

Clear molded CRANBERRY SALAD or cranberries molded with celery and apples, on green lettuce cups, carry out the Christmas colors.

POMEGRANATE SEEDS can be used as a salad garnish----a tasty bite too.

PEAR HALVES (so easy to use) can be transformed from usual to unusual---- simply brush lightly with red color----results are a "blushed pear" salad.

GRAPEFRUIT sections alone, or stuffed into prunes----delightful but require more kitchen help.

Tiny CINNAMON APPLES stuffed with raisins or a seasoned cheese filling. Sections of cinnamon apples can add color to many salad combinations.

APPLES, PEARS, bunches of GRAPES, polished to a "high shine", already to go in individual servings on the dessert counter, will give keen competition to the pie and cake sales.

SERVE EGGS OFTEN---INTERMEDIATE GRADE EGGS PLENTIFUL ON DECEMBER MARKET

Eggs rate as "protective" because they are a source of important minerals and vitamins needed to safeguard health. Egg yolk is one of the best sources of iron---a mineral in which diets often are low. Eggs also are a good body-building food, because they contain protein of high quality.

The industrial worker may well eat from 3 to 5 eggs a week. If possible, he should have an egg a day. Every additional egg in the diet means added food value and extra "protection."

COOK EGGS AT MODERATE TEMPERATURE---The secret of success in cooking eggs is to use moderate, even heat. Eggs cooked at too high a temperature become tough and leathery.

KEEP EGGS COOL---Once a good egg, not always a good egg---unless it is treated right. An egg carries some protection in its "bloom", which is a natural seal for the pores of the shell. But eggs need to be kept cool. Store eggs away from onions and other highly scented foods. They absorb odors and flavors easily.

CHOOSE YOUR WAY TO USE INTERMEDIATE GRADE EGGS!Main Dishes

Chopped Egg Sandwich Filling  
Egg Omelets with variations  
Creamed Eggs on Toast or with vegetables  
Cheese Souffle  
Scalloped Eggs and Macaroni  
Corn a la Southern

Salads and Dressings

Thousand Island Dressing-Boiled  
Chopped raw carrots, Peas and Eggs  
Potato Salad (Hot & Cold)  
Hard Cooked Egg & Salad Greens  
Cheese Egg Clery & Macaroni  
Pickled Egg & Beet Salad

DESSERTS

Fruit whip, Prune Rice Custard, Bread Pudding and variations, Baked Custard, Soft custards for whips and pudding.

CUSTARD PIE

Yield: - 17 pies, 10-inch

Quantity for 100Ingredients

\*10- $\frac{1}{2}$  qts. (25 tall cans)  
2 lbs. 8 ounces  
5 ounces  
1- $\frac{3}{4}$  oz. (3 $\frac{1}{2}$  tablespoons)  
80 (3 lbs. 3 oz.)  
Evaporated milk  
Sugar  
Cornstarch  
Salt  
Egg yolks

Quantity for 100Ingredients

2 lbs. 8 oz.  
4 ounces  
3 $\frac{1}{2}$  quarts (7 lbs.)  
17  
Sugar  
Vanilla  
Water  
10 inch pie shells

Heat evaporated milk to boiling point in steam-jacketed kettle. Mix first quantity of sugar, cornstarch, and salt and add gradually to hot milk, stirring constantly. As soon as mixture begins to thicken, remove from heat. Beat egg yolks slightly. Add sugar and vanilla. Pour some of hot mixture over eggs. When thoroughly blended add to hot milk. Add cold water. Pour 2 pounds (1 quart) of custard mixture into each shell. Bake in oven (450°F.) 10 minutes; then reduce heat to 325°F. and bake 20 to 30 minutes, or until custard is firm. Test by inserting knife in the center. Custard should not adhere to it. (32 whole eggs may be used in place of egg yolks.)

-----\*Equivalent for fresh milk---1 quart (2 pounds 2 ounces) fresh milk---1 $\frac{1}{4}$  tall cans evaporated plus 1 pint water. When the fresh milk is used the amount of water specified should be omitted.



TRY THIS DESSERT

Desserts are not the important part of a luncheon, but the item that is looked forward to, with interest. Here's one that is just the thing for a finish to the Christmas meal.

HUNTER'S PUDDING

Portion: 1 #10 scoop (rounded)

No. of Portions

Quantity for 100

Ingredients

Quantity for

6 quarts

bread, whole wheat  
(broken in small pieces)

3 quarts

sugar

4 tablespoons

cinnamon

2 tablespoons

cloves, ground

2 tablespoons

nutmeg

3 cups

butter

3 quarts

milk

1 dozen

eggs

3 quarts

raisins, seedless

1½ quarts

nuts, chopped fine

¼ cup

soda

water as needed

Sift sugar and spices together. Cream butter with sugar and spices. Add egg, milk, bread, raisins and nuts to creamed mixture. Dissolve soda in water and add it to this mixture. Bake in a slow oven (350°F.) for 1½ hours. This makes 2 pans 14" x 2½" x 20". Serve with sauce.

This makes a very delicious but rich dessert. A tart lemon sauce is good with it.

REQUEST FOR INDUSTRIAL FEEDING SPECIALISTS SERVICES

The Midwest Office of Distribution maintains a staff of industrial feeding specialists to help industrialists and institutional food operators solve their mass feeding problems. This service is free upon request. The following form is for your convenience.

Plant Name \_\_\_\_\_ Address \_\_\_\_\_

Official to see \_\_\_\_\_ Title \_\_\_\_\_

Check Service DesiredInstallation or expansion  
of feeding facilities ☐Menu planning ☐  
Nutrition education program for  
better health and efficiency  
of workers. ☐Efficient operation ☐

Clip and Send to:

WFA, Office of Distribution, Industrial Feeding Section  
5 South Wabash Avenue, Chicago 3, Illinois

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